

1. A light colored standardized extract of *Emblica officinalis* consisting essentially of over 40% by weight of Emblicanin A, Emblicanin B, Pedunculagin and Punigluconin, and not more than about 1% by weight of flavonoids.
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2. A standardized extract according to claim 1 consisting essentially of by weight 50-80% of Emblicanin A, Emblicanin B, Pedunculagin and Punigluconin.
- 10 3. A standardized extract according to claim 1 consisting essentially of by weight: 20-35% Emblicanin A, 10-20% Emblicanin B, 15-30% Pedunculagin and 3-12% Punigluconin.
- 15 4. A standardized extract according to claim 1 packaged in powder form.
5. A standardized extract according to claim 3 packaged in powder form.
- 20 6. A standardized extract according to claim 4 wherein the powder weighs at least 500 g.
7. A standardized extract according to claim 5 wherein the powder weighs at least 500 g.
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8. A method of producing the standardized extract of claim 6 comprising selecting at least one extract containing not more than 1% by weight of flavonoids and packaging said at least one extract in powder form.
- 30 9. A method according to claim 8 further comprising prior to said selecting, analyzing said extract to determine the content of flavonoids.
- 35 10. A composition comprising a standardized extract according to claim 1 and a cosmetically or pharmaceutically acceptable carrier.

11. A composition according to claim 10 wherein the content of said standardized extract is about 90-99.7% by weight.
- 5 12. A composition according to claim 10 further comprising a skin-whitening agent different from said standardized extract.
13. A composition according to claim 10 further comprising a photoprotective agent different from said standardized extract.
- 10 14. A method of lightening or whitening or even toning skin color comprising topically administering a composition according to Claim 11 to skin in a sufficient amount and for a sufficient amount of time to visibly whiten or lighten or even toning the skin.
- 15 15. A standardized extract according to claim 1 wherein the content of Rutin is less than 0.01% by weight.
16. A standardized extract according to claim 2 wherein the content of Rutin is less than 0.01 % by weight of Rutin.
- 20 17. A standardized extract according to claim 3 wherein the content of Rutin is less than 0.01 % by weight of Rutin.
18. A composition comprising a standardized extract according to claim 15 and a cosmetically or pharmaceutically acceptable carrier.
- 25 19. A composition comprising a standardized extract according to Claim 16 and a cosmetically or pharmaceutically acceptable carrier.
- 30 20. A composition comprising a standardized extract according to claim 17 and a cosmetically or pharmaceutically acceptable carrier.
- 35 21. A standardized extract according to claim 1 having an absorbance (optical density) of 0.8 Maximum in the UV region at wavelength 350 nm.

22. A standardized extract according to claim 1 having an absorbance (optical density) of 0.3 maximum in the UV region at wavelength 410 nm.
- 5 23. A standardized extract according to claim 1 having an absorbance (optical density) of 0.1 maximum in the W region at wavelength 470 nm.
- 10 24. A standardized extract according to claim 1 having an absorbance (optical density) of 0.08 maximum in the UV region at wavelength 530 nm.
- 15 25. A standardized extract according to claim 1 having an absorbance (optical density) of 0.09 maximum in the UV region at wavelength 590 nm.
- 20 26. A standardized extract according to Claim 1 having an absorbance (optical density) of 0.02 maximum in the UV region at wavelength 650 nm.
- 25 27. A standardized extract according to Claim 1 having maximum absorbances (optical density) in the UV region of 0.8 at wavelength 410 nm, 0.1 at wavelength 470 nm, 0.08 at wavelength 530 nm, 0.09 at wavelength 590 nm, and 0.02 at wavelength 650 nm.
- 30 28. A method of lightening or whitening or even toning skin color according to Claim 14, said composition further containing a pharmaceutically or cosmetically acceptable carrier.
- 35 29. A method of lightening or whitening or even toning skin color according to Claim 14, said composition further containing one or more sunscreen agents different from said standardized extract.

30. A method of lightening or whitening or even toning skin color according to Claim 14, said composition further containing one or more antioxidants different from said standardized extract.
- 5 31. A method of lightening or whitening or even toning skin color according to Claim 14, comprising one or more antioxidants and sunscreen agents different from said standardized extract.
- 10 32. A method of lightening or whitening or even toning skin color according to Claim 14, comprising one or more skin lightening or whitening or toning agents different from said standardized extract.

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